

2021 Cultivating Local Farm Economies Webinar Series

Planning, Zoning and
Emerging Issues in
Agritourism



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mail:
U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410; or

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(833) 256-1665 or (202) 690-7442;

email:
program.intake@usda.gov.

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fax:
(833) 256-1665 o (202) 690-7442;

correo electrónico:
program.intake@usda.gov.

Esta institución ofrece igualdad de oportunidades.

Cultivating Local Farm Economies Webinar Series:

- **Session 1: Introduction to Agritourism and Local Planning and Zoning – June 7th @ Noon**
- Session 2: Understanding Local Zoning, RTF, and Farm Market GAAMPS – June 14th @ Noon
- Session 3: Agritourism and Value-Added Processing – June 21st @ Noon
- Session 4: Emerging Issues in Agritourism with a Focus on Farm Stays – June 28th @ Noon



Setting the Table...



Photo credit: Green Wagon Farm



Session 1: Introduction to Agritourism and Planning and Zoning – Speakers

J Robert Sirrine, Ph.D.

- MSU Extension, Leelanau County, Senior Educator, Community Food Systems
- sirrine@msu.edu



Harmony Gmazel, AICP

- MSU Extension Educator, Washtenaw County, Government & Community Vitality Team
- gmazelh@msu.edu

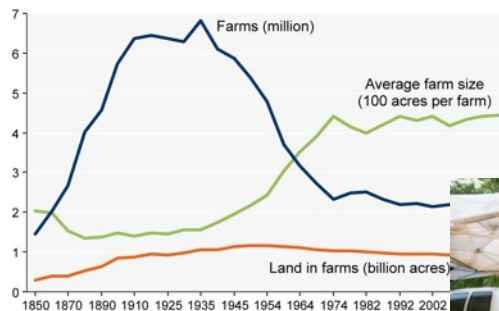


National and Local Farm Economy: Challenges and Opportunities



Rob Sirrine

Cultivating Local Farm Economies



Outline

I. National Ag Stats

- Increasing debt
- Increasing land costs
- Farmers share of food \$ lower
- Increasing labor costs
- Lower ratios
- Off-farm income necessary
- # farms decreasing
- Disappearing middle
- Consolidation and increasing scale
- Get big or get out
- Development

II. Michigan Agriculture

- Economic impact
- Crop Diversity
- Net income low
- Farms with sales less than \$10k
- Direct sales increasing
- Avg. Farmer age- decreasing
- Small and midsize commodity producers have found it difficult to succeed.

III. Exogenous challenges/risk

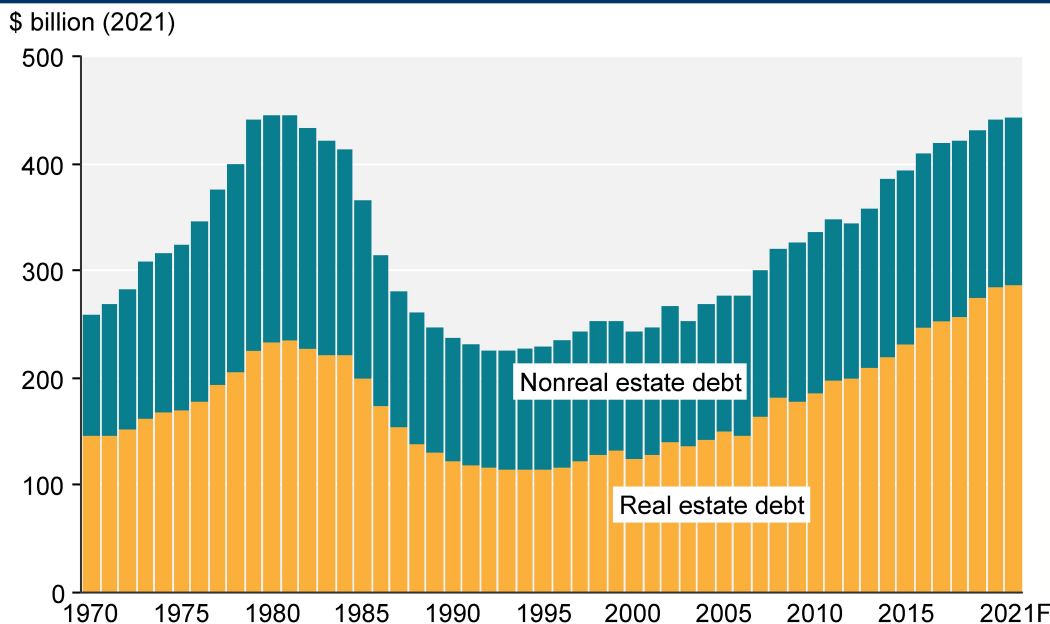
- Climate change
- Sprawl/Conversion of Ag Land
- Global Pandemic- COVID
- Russian Hackers- JBS Hack
- Suez Canal

IV. Opportunities

- Local food systems
- Placemaking
- Add Value
- A shared vision



Farm sector debt, inflation adjusted, 1970–2021F



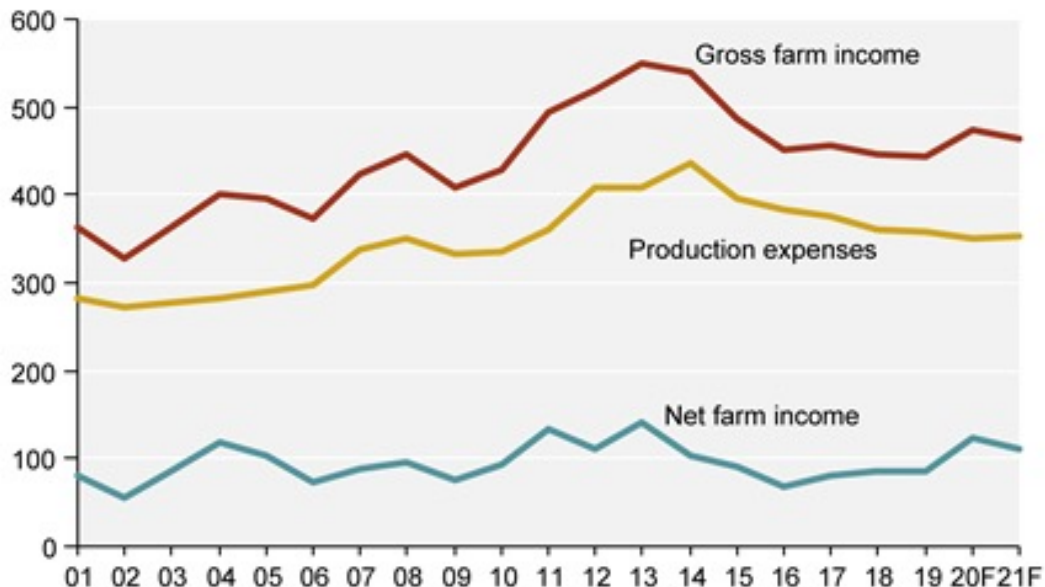
Note: Data for 2020 and 2021 are forecasts. Values are adjusted for inflation using the Gross Domestic Product chain-type price index, 2021=100.

Source: USDA, Economic Research Service, Farm Income and Wealth Statistics.
Data as of February 5, 2021.



U.S. gross farm income, production expenses, and net farm income, inflation adjusted, 2001–21F

\$ billion (2021)



Note: F = forecast. Values are adjusted for inflation using the Gross Domestic Product chain-type price index, 2021=100.

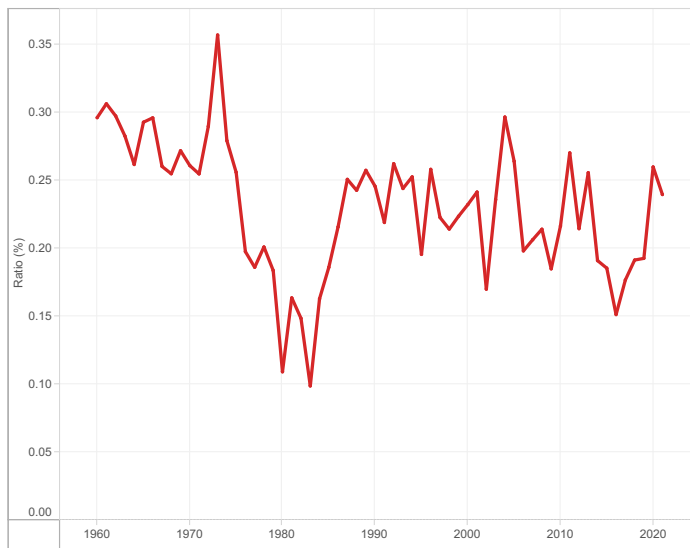
Source: USDA, Economic Research Service, Farm Income and Wealth Statistics.

Data as of February 5, 2021.

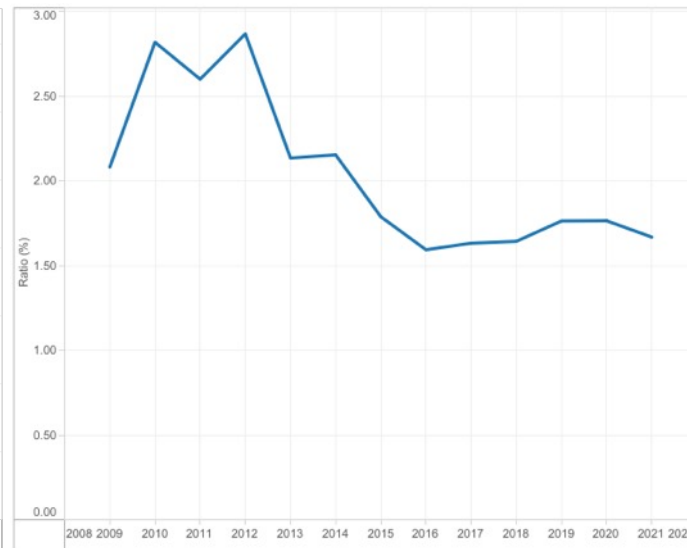


National Trends

Net Farm Income Ratios



Liquidity Ratios

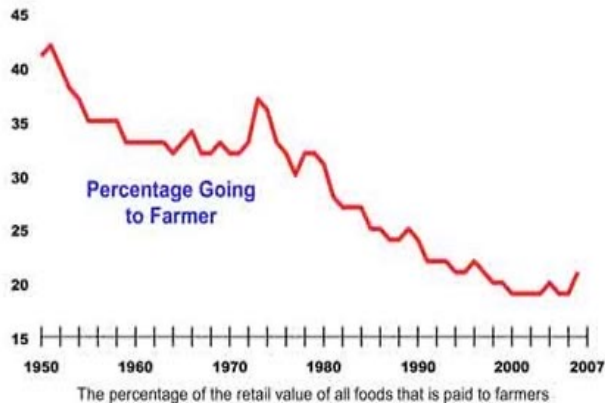


Data source: <https://www.ers.usda.gov/data-products/farm-income-and-wealth-statistics/> as of February 5, 2021. For definitions of the ratios, see: <https://www.ers.usda.gov/data-products/farm-income-and-wealth-statistics/documentation-for-the-farm-sector-financial-ratios/>



Smaller and Smaller...

Farmer's Percentage of Food Dollar Has Been Declining for 57 Years



Source: Economic Research Service

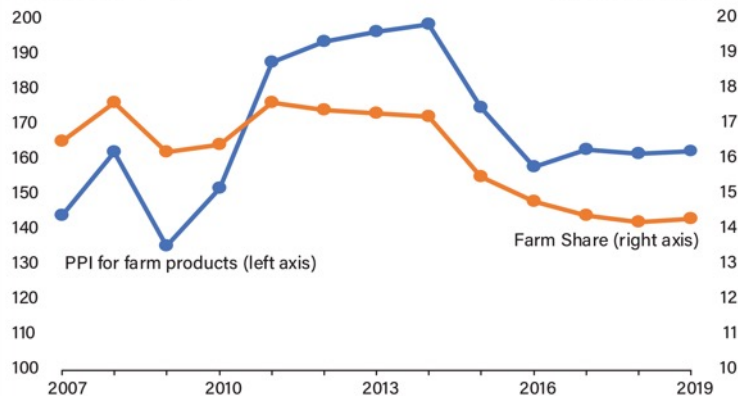
Farm share
14.3¢

Marketing share
85.7¢



Price index, 2000 = 100

Cents per food dollar

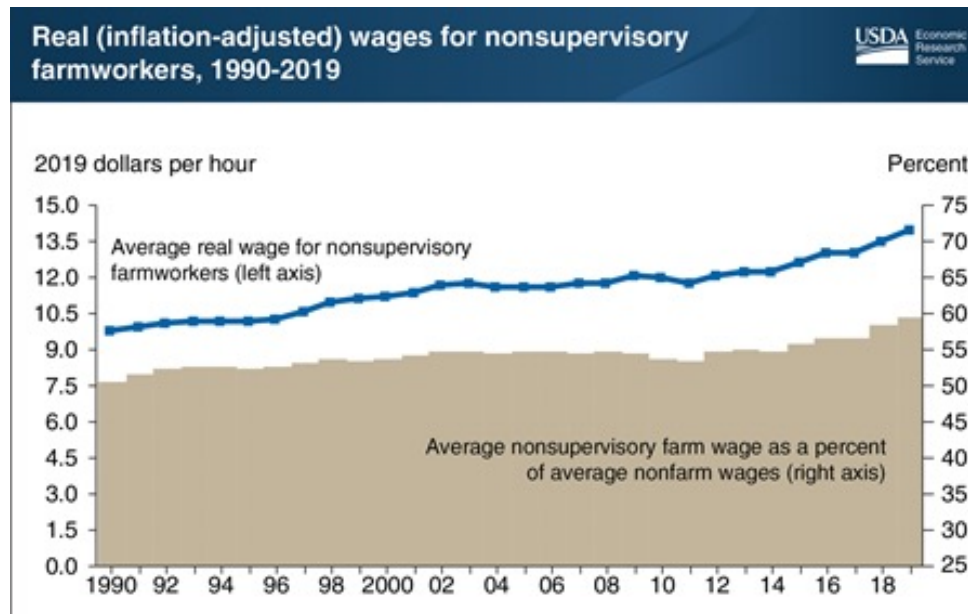


Note: PPI = Producer Price Index

Source: USDA, Economic Research Service for the farm share and U.S. Department of Labor, Bureau of Labor Statistics for the Producer Price Index for farm products.



Increasing Labor Costs



Statistic: Farm Labor

October 05, 2020

U.S. Farm Employers Respond to Labor Market Changes With Higher Wages, Use of Visa Program, and More Women Workers

by Marcelo Castillo

Amber Waves

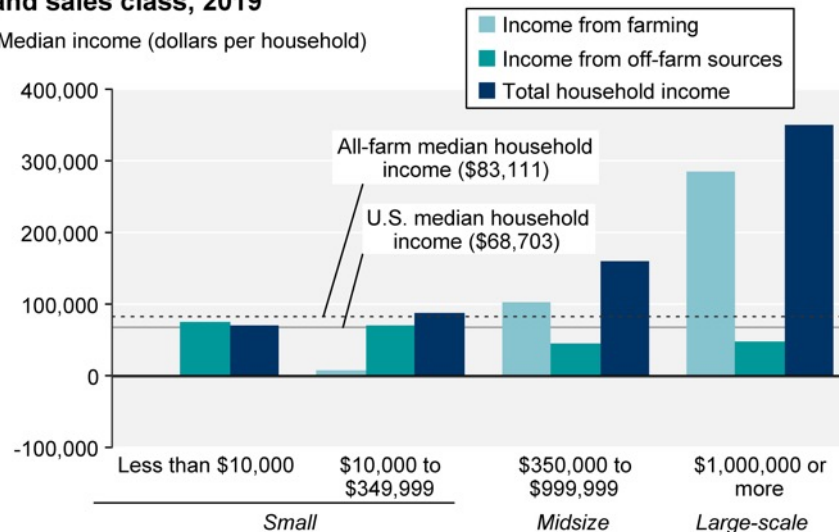


Even mid-size farms rely on off-farm income

In 2018, farmers whose primary occupation was farming and sales <\$350,000 had a median net income of -\$1,524.

Median household income of principal farm operators by source and sales class, 2019

Median income (dollars per household)

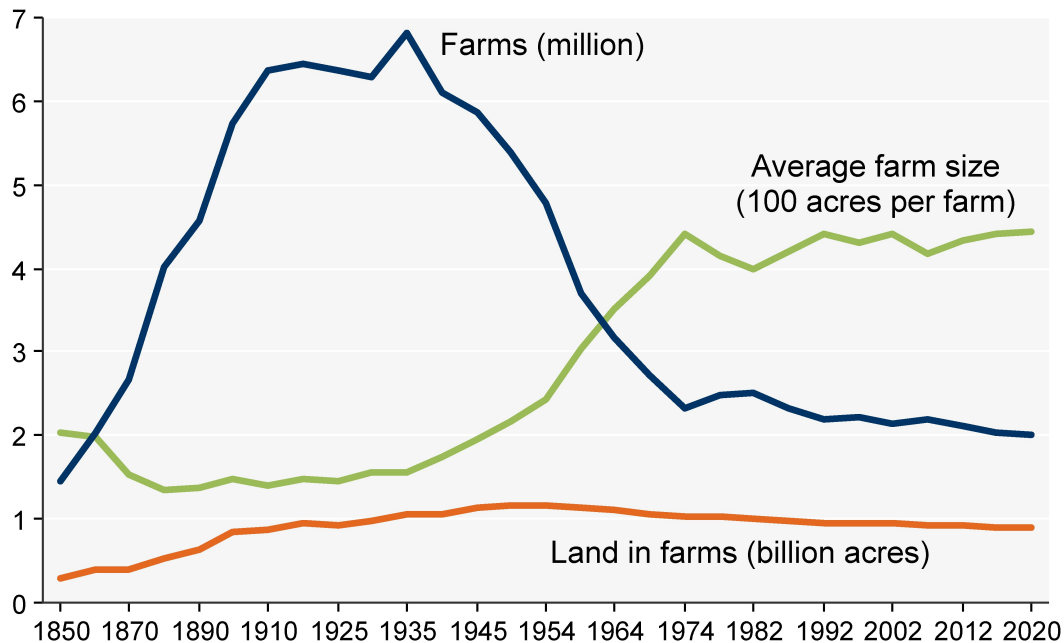


Note: Sales class reflects annual gross cash farm income before expenses (the sum of the farm's crop and livestock sales, Government payments, and other cash farm-related income). Source: USDA, Economic Research Service and National Agricultural Statistics Service, Agricultural Resource Management Survey and U.S. Department of Commerce, Bureau of the Census, *Current Population Reports*. Data as of December 2, 2020.



Farms, land in farms, and average acres per farm, 1850-2020

Million farms, billion acres, or 100 acres per farm



Source: USDA, Economic Research Service using data from USDA, National Agricultural Statistics Service, Census of Agriculture (through 2017) and *Farms and Land in Farms: 2020 Summary* (February 2021).



EDITORIAL

Sonny Perdue to farmers: Go big or just go

U.S. agriculture secretary isn't interested in finding ways to help small farms survive.

By Editorial Board Star Tribune | OCTOBER 4, 2019 — 6:20PM

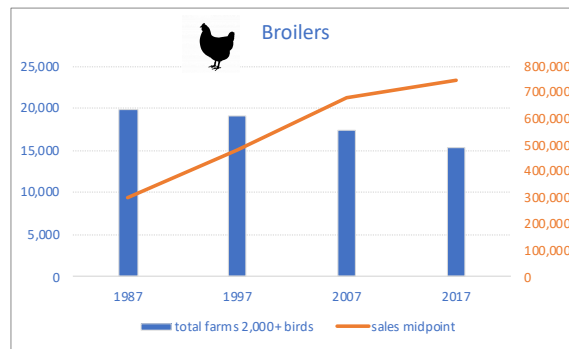
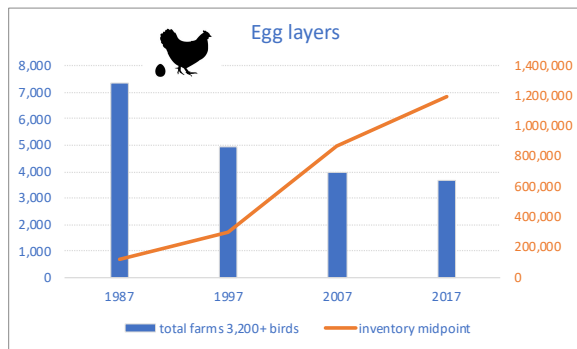
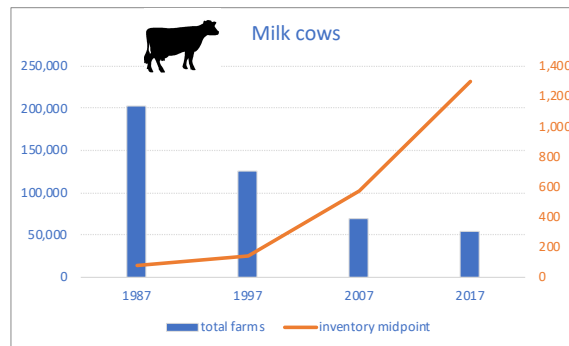
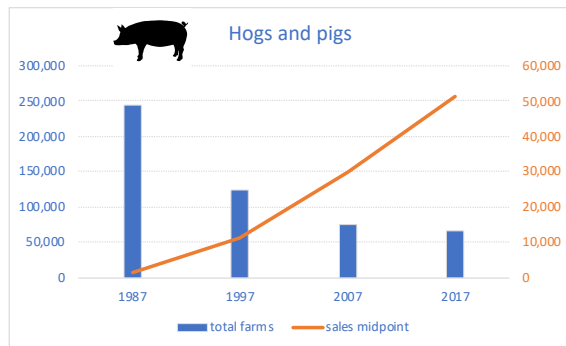


“In America, the big get bigger and the small go out. I don’t think in America, we for any small business, we have a guaranteed income or a guaranteed probability of survival.”

Secretary of Agriculture Sonny Perdue,
World Dairy Expo, Madison, WI. 10/1/2019.



Consolidation in U.S. Livestock and Crop Sectors, 1987 to 2017



Half of all animals are on farms with at least as many animals as the midpoint, and half are from farms no larger than the midpoint.

Data: USDA Census of Agriculture and MacDonald (2020). Author based midpoint calculations on confidential farm-level records from the USDA National Agricultural Statistics Service. Census of Agriculture Sales midpoint is number of head sold or removed, inventory midpoint is number of head in herd/flock.



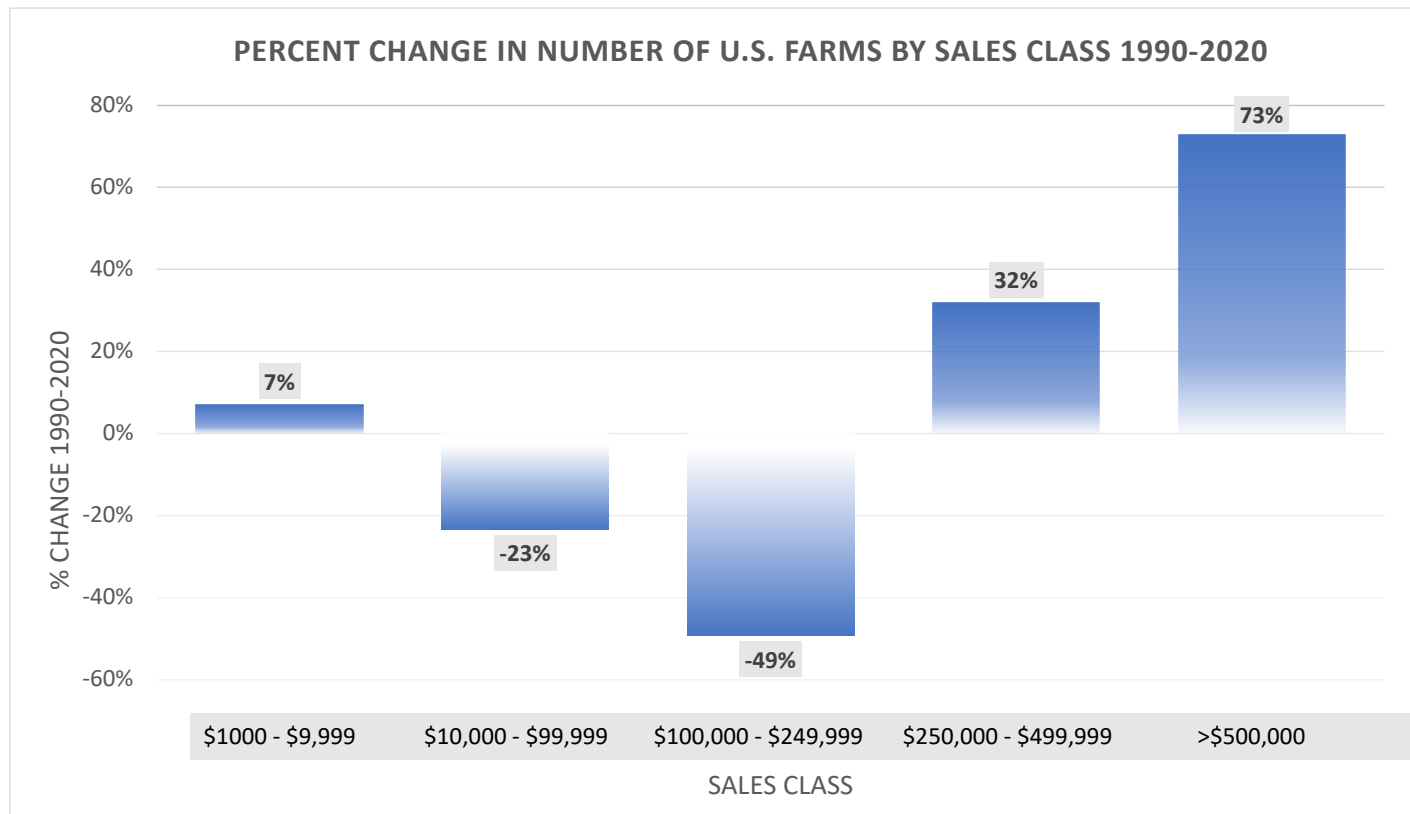
Hendrickson, Mary K., Philip H. Howard, Emily M. Miller and Douglas H. Constance. 2020. The Food System: Concentration and Its Impacts



The National Sustainable Agriculture Coalition said the 2017 census showed that agricultural consolidation is driving medium-sized family farms out of business and concentrating wealth among large operators.

“If we don’t invest in beginning farmers and the advancement of our family farms, and if we don’t put checks on increasing consolidation in agriculture, we’re going to be at risk of losing the ag of the middle entirely,” said [Juli Obudzinski](#), NSAC policy director.





U.S. Dairy Farming



United States Department of Agriculture

Economic
Research
Service

Economic
Research
Report
Number 274

July 2020

Consolidation in U.S. Dairy Farming

James M. MacDonald, Jonathan Law, and
Roberto Mosheim


Figure 2
Milk costs and returns, 1980-2018

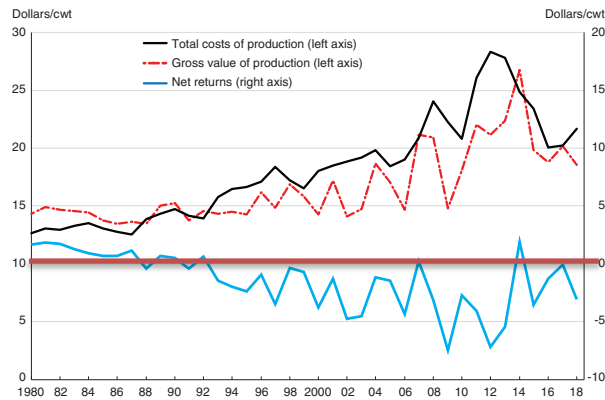
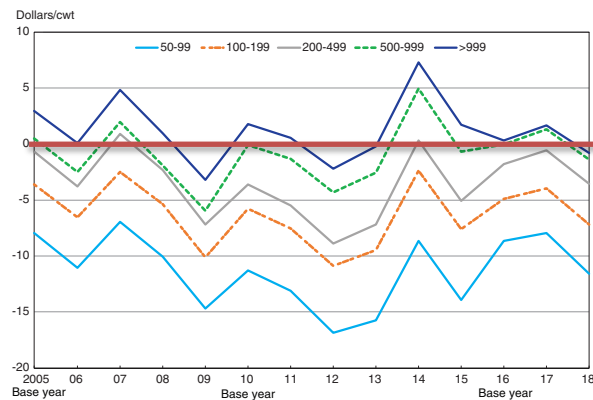
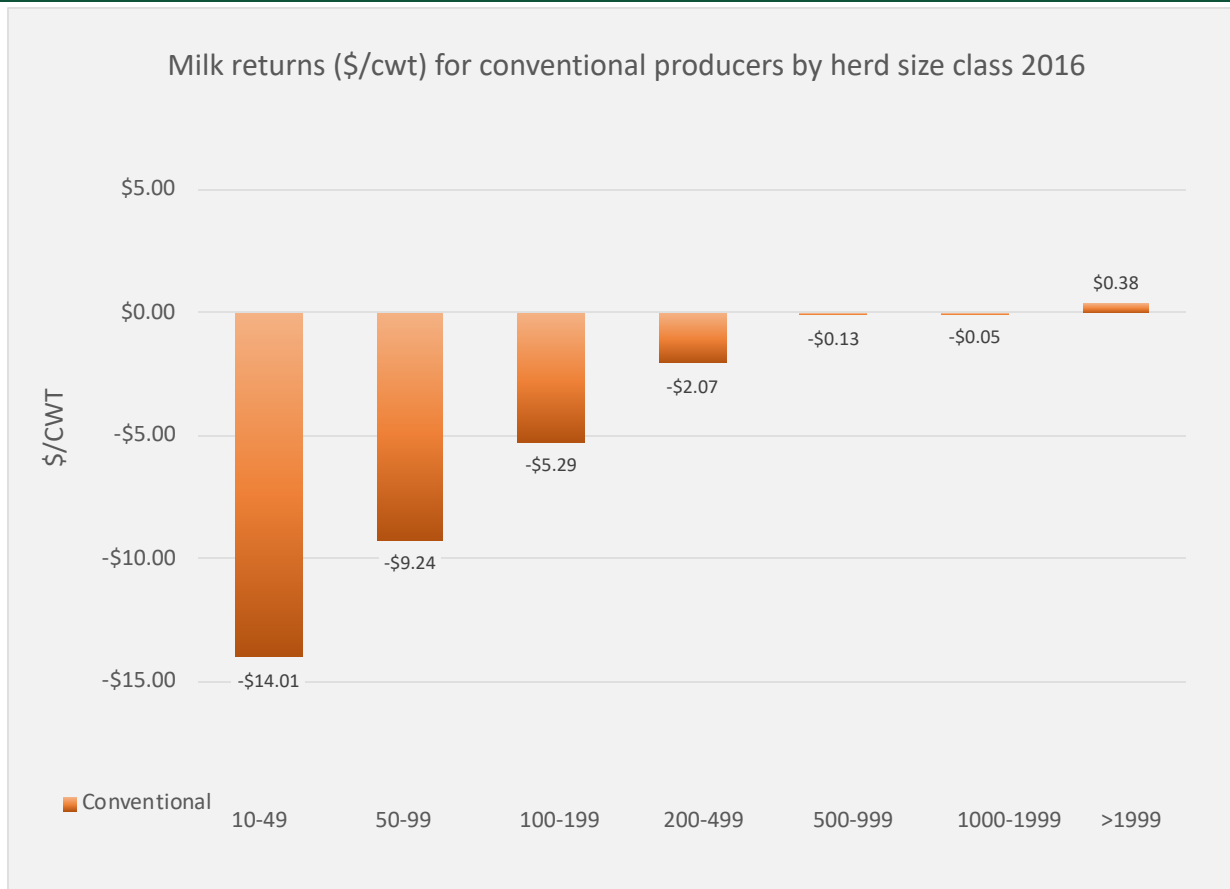


Figure 4
Net returns by herd size, 2005-2018

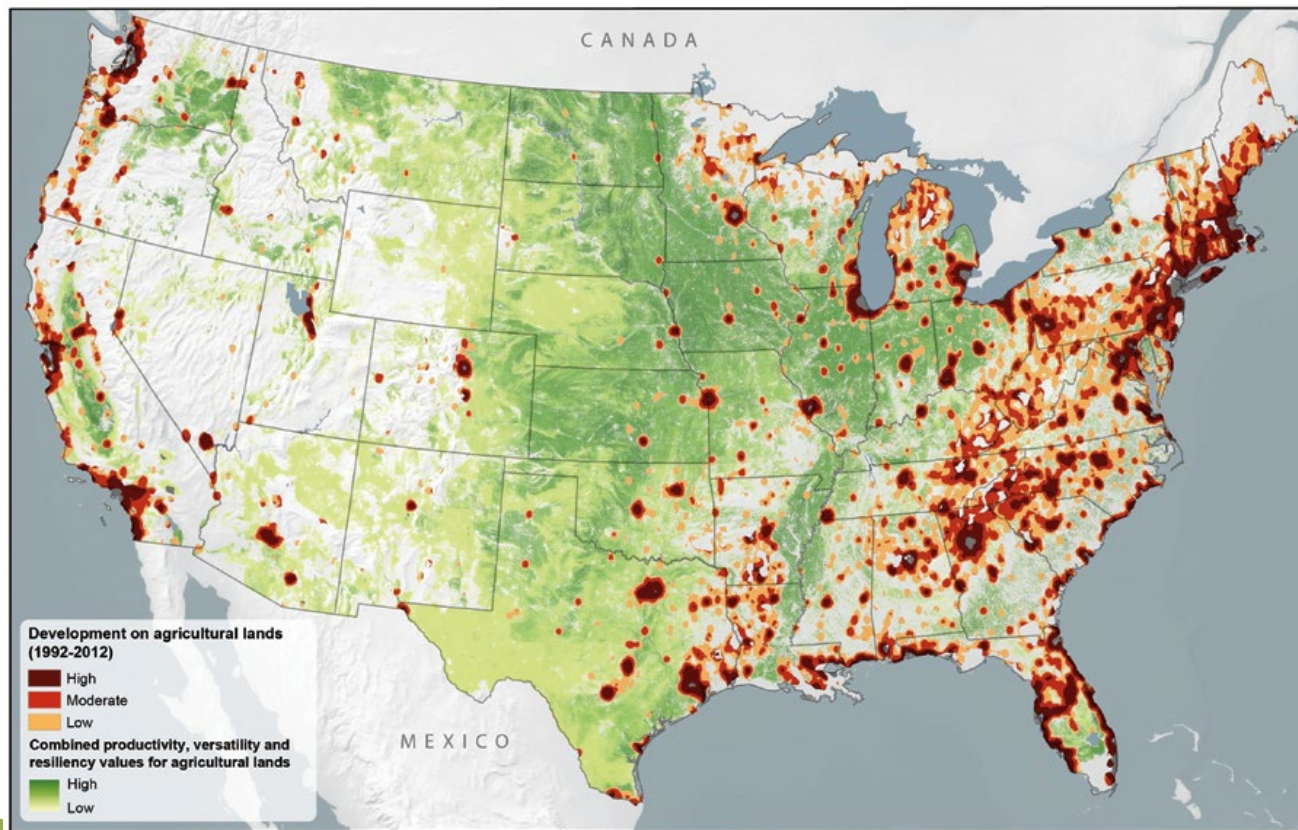


Note: cwt = hundredweight.





Conversion of agricultural land to urban and low-density residential development 1992-2012



II. Michigan Agriculture



**\$104.7 billion
economic
impact**



**9.7 million
acres**

**46,641
farms**

> 300 commodities – leads nation in 20 – top 10 in 51

Data Source: Michigan Dep't of Agriculture & Rural Development



Michigan's Leading Agricultural Products (Cash Receipts)

1. Milk \$1.96 billion
2. Corn \$980 million
3. Soybeans \$771 million
4. Cattle \$548 million
5. Floriculture \$487 million
6. Pork \$330 million
7. Apples \$259 million
8. Eggs \$214 million
9. Potatoes \$188 million
10. Wheat \$178 million



Data Source: Farmflavor.com 2021 (2019 USDA data)

Land Costs

- Bearing fruit trees/acre \$9571
- Suitable for fruit/acre \$7008

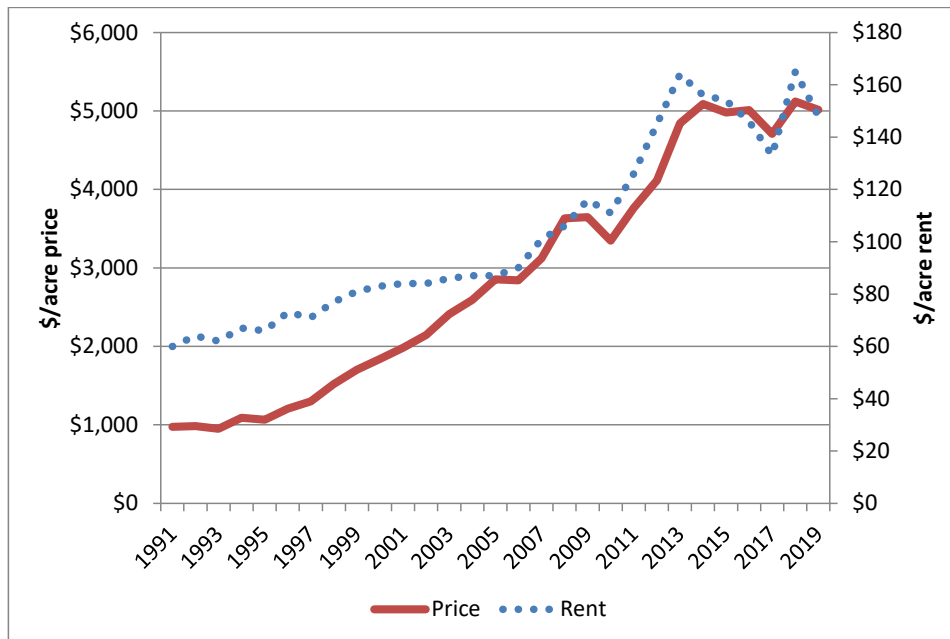
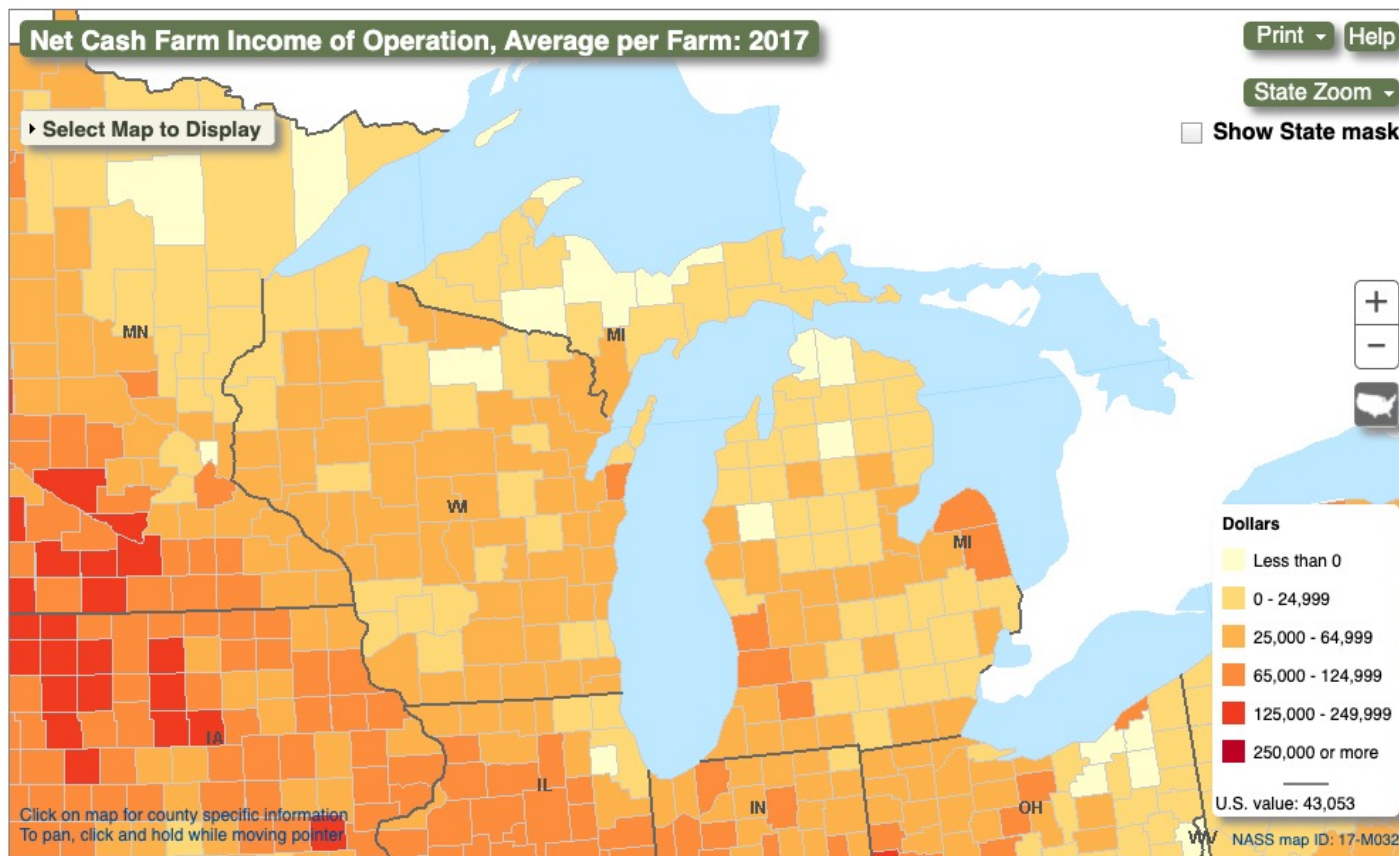
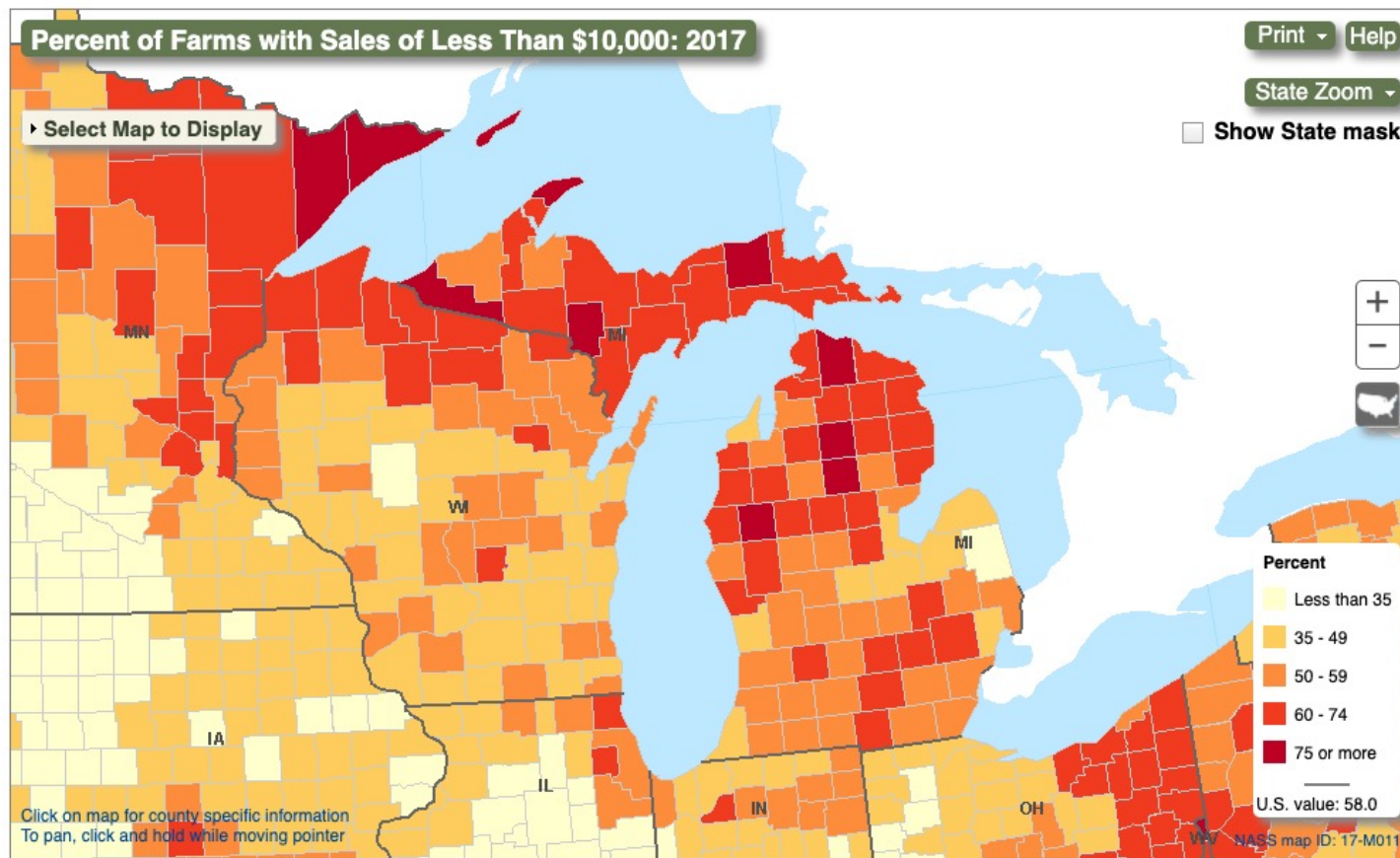


Figure 2. Michigan Average Farmland Prices and Rental Rates, 1991-2019







Cherry harvest: Ready to close the books

By Mark Urban. Traverse City Record Eagle, August 14, 2019

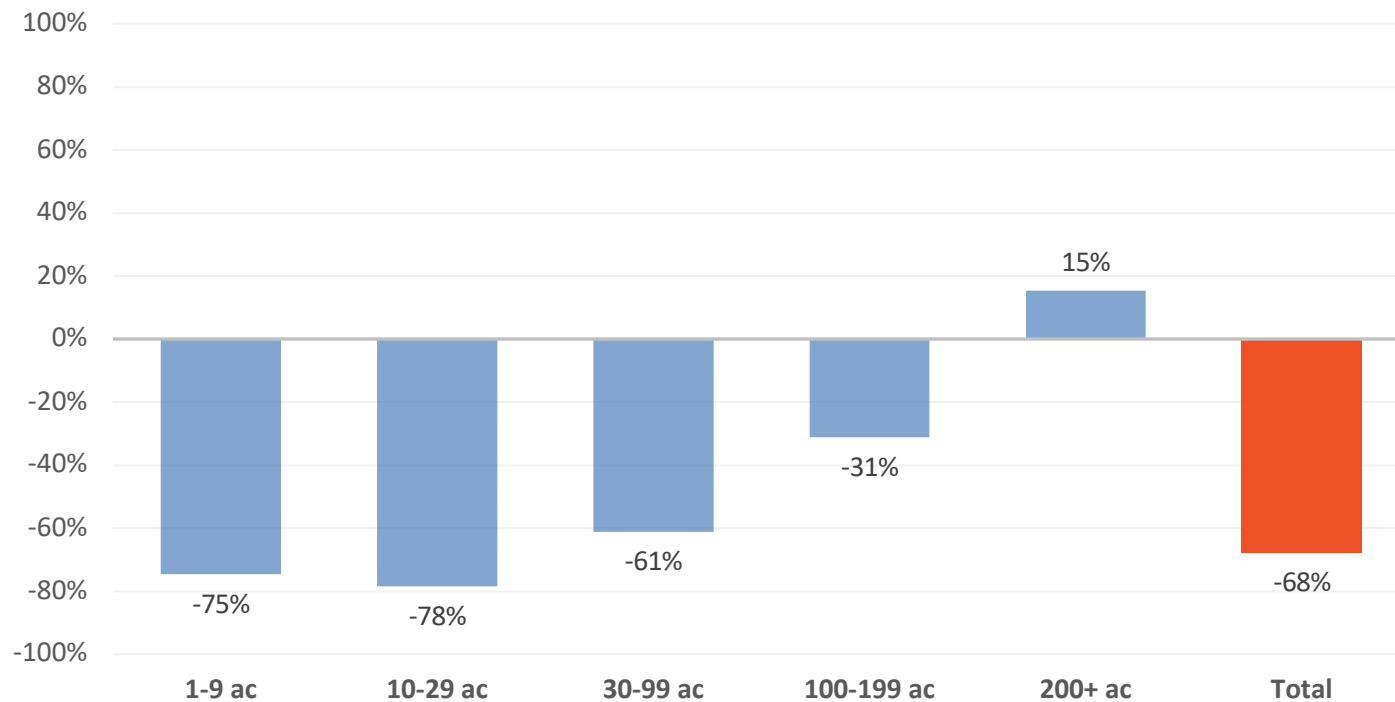
“It takes 25 cents a pound to raise cherries,” Fouch said. “The last three years (the market price) has been under 20 cents with no hope for the future to recover.” “...the price of processed cherries is 60-65% less than it was 5 years ago.”

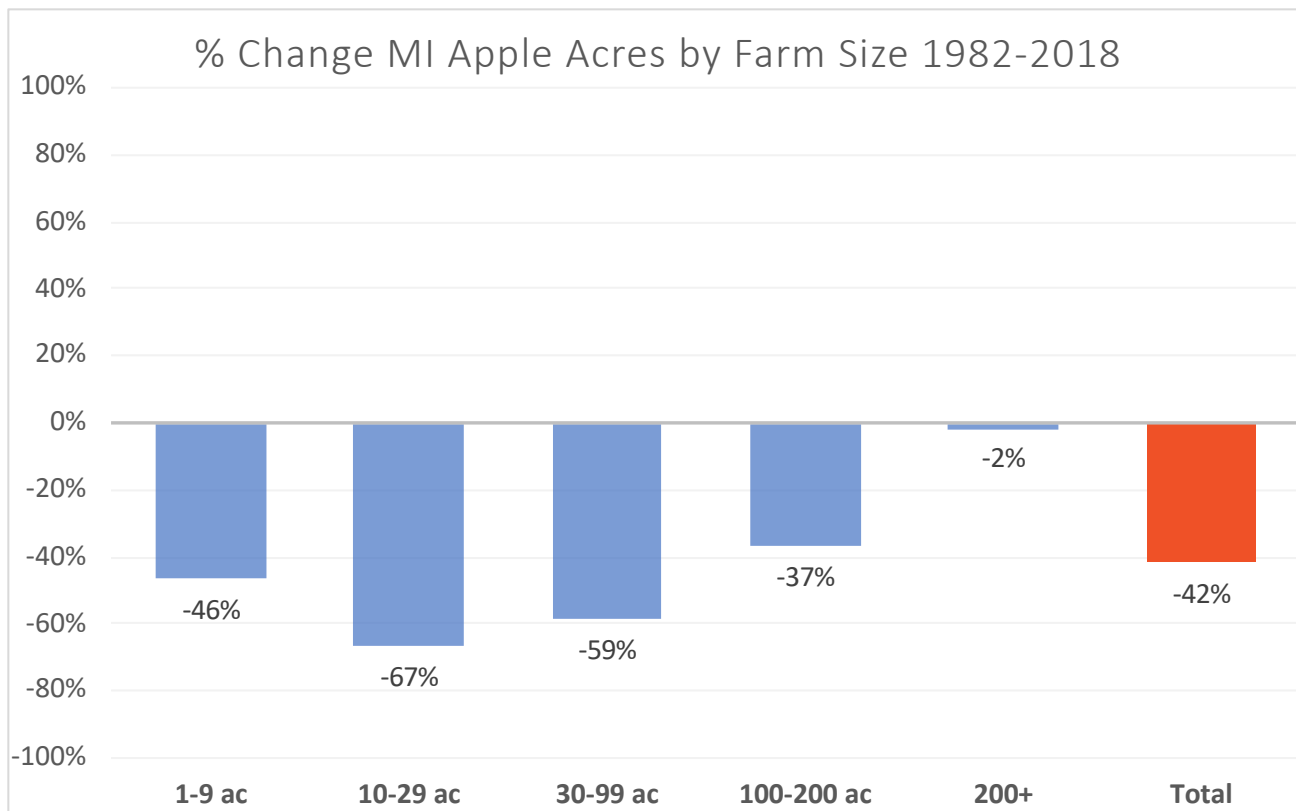
“Fouch has a purchase agreement on his 20-acre North Farm and plans to put up his 35-acre orchard on the market this week.”

“Fouch is a fourth-generation farmer on Old Mission Peninsula. He said it’s a great lifestyle for families and instills a great work ethic. He works with his son, Nick, but isn’t sure it makes financial sense to pass it on.”



% Change MI Tart Cherry Farms by Farm Size 1986-2018





III. Exogenous Challenges: Climate Change

2019 was a brutal year for American farmers

Record flooding, a delayed harvest, and a trade war with China are hammering US agriculture this year.

By Umair Irfan | Dec 27, 2019, 10:30am EST



DROUGHT ...

Worst water crisis in generations on Oregon-California border

Oregon's Klamath County is experiencing its driest year in 127 years

PUBLISHED ON MAY 25, 2021

The New York Times

Lagoons of Pig Waste Are Overflowing After Florence. Yes, That's as Nasty as It Sounds.



A hog farm in eastern North Carolina on Monday. The pink area is a lagoon of pig excrement. *Hedgehog Gutierrez/Reuters*

By Kendra Pierre-Louis
Sept. 19, 2018



Exogenous Challenges: Russian Hackers

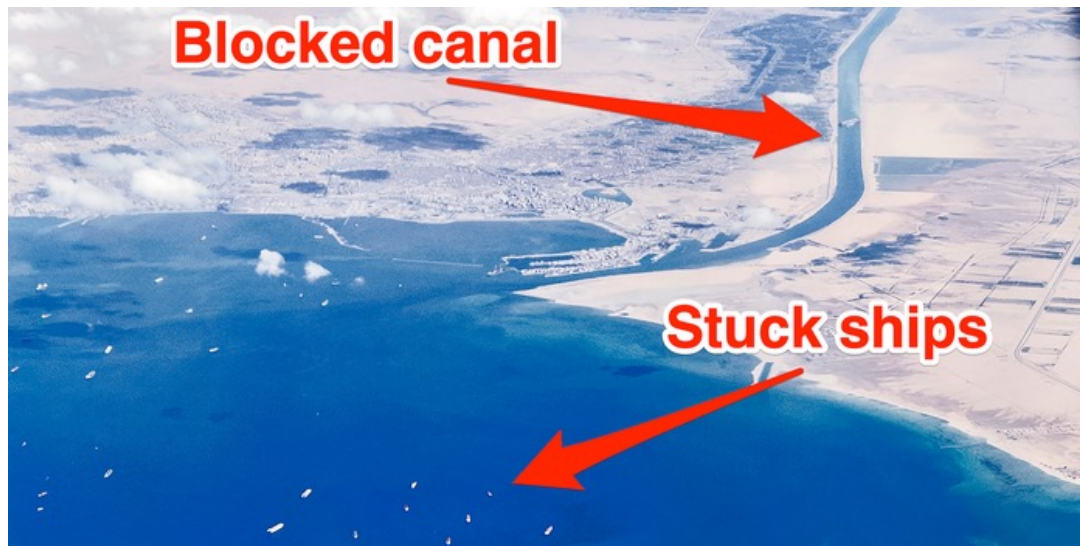
JBS: Cyber-attack hits world's largest meat supplier

BBC News June 2, 2021

- JBS - world's largest meat supplier with >150 plants in 15 countries
- In the US, JBS processes ~ 25% of the country's beef and 20% of its pork
- JBS's five biggest beef plants are in the US, and the shutdowns have halted a fifth of meat production there
- "supermarkets and other large end-users like the McDonald's burger patty supply network will be some of the most immediately impacted customers, due to their need for consistent supply".
- The attack could lead to shortages of meat or raise prices for consumers



Exogenous Challenges: Global Supply Chain

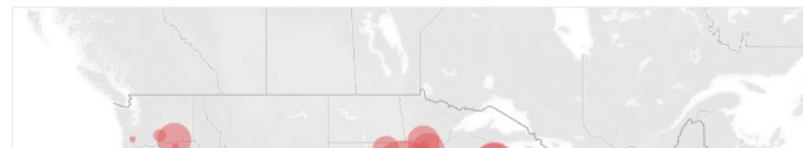


- The congestion of the Suez Canal may delay nearly 7% of seaborne U.S. major grain shipments
- “More than 80% of the impacted grain shipments are corn, with close to 60% of it on six vessels headed to China.”



COVID-19 Outbreaks at Meatpacking Plants

Tracking Covid-19's impact on meatpacking workers



Since **April 2020**, we have tracked at least **50,000** reported positive cases tied to meat and poultry processing facilities from at least 498 outbreaks in 38 states, and at least **259** reported worker deaths in at least 67 plants in 29 states. These numbers were updated on June 4, 2021.



IV. Opportunities

There are two ways to be competitive in a global economy; by being the lowest cost supplier of an undifferentiated commodity or by providing the market with a unique and superior value in terms of product quality, special features or after sales service.

Michael E. Porter, 1990. The Competitive Advantage of Nations.
New York: The Free Press.



“Local food systems have proved surprisingly resilient. Small, diversified farmers who supply restaurants have had an easier time finding new markets; the popularity of community-supported agriculture (CSA) is taking off, as people who are cooking at home sign up for weekly boxes of produce from regional growers.”

“The advantages of local food systems have never been more obvious, and their rapid growth during the past two decades has at least partly insulated many communities from the shocks to the broader food economy.”

“The pandemic is, willy-nilly, making the case for deindustrializing and decentralizing the American food system, breaking up the meat oligopoly, ensuring that food workers have sick pay and access to health care, and pursuing policies that would sacrifice some degree of efficiency in favor of much greater resilience.”

The New York Review of Books

The Sickness in Our Food Supply

By Michael Pollan

The New York Review of Books, May 12, 2020

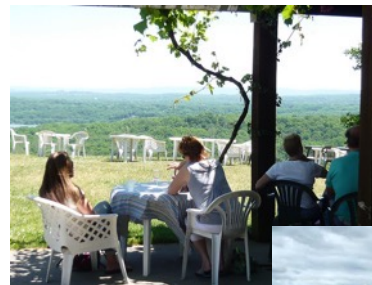


Opportunities- Regional Placemaking

*Placemaking is the process of creating **quality places** where people want to live, work, play, shop, learn or visit.*

People want Quality of Life amenities throughout the region from urban to rural!

- Housing/lodging and transportation choices;
- Variety in entertainment, cultural offerings, green space, local foods, and recreation;
- More quality places with allure, authenticity, and interest.
- COVID-increased desire for outdoor activities



Shinya Suzuki

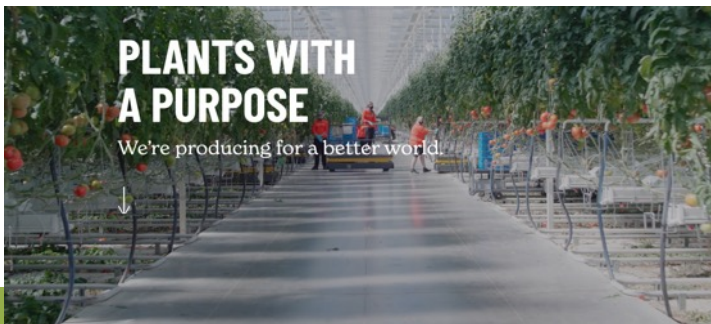


MML



Schindler

What is Agriculture?



What is Agriculture?



We sell fresh, local produce to restaurants, retailers, grocery stores, and other food-related businesses or consumers. Grand Traverse and Benzie county, MI have a local farm CSA and offer 7 different delivery areas in the area. The mission of the co-op is to provide a method of sale and distribution to market the produce of its members in a way that will ensure responsible stewardship for its producers. The MI Farm Co-op is a through non-profit consumer responsibility founded in 2015. Members of the co-op must be engaged in farming or other active food-related production.

WE PROVIDE MORE THAN 12 LOCAL FARMS IN ONE ORDER, ONE DELIVERY, AND ONE CSA.

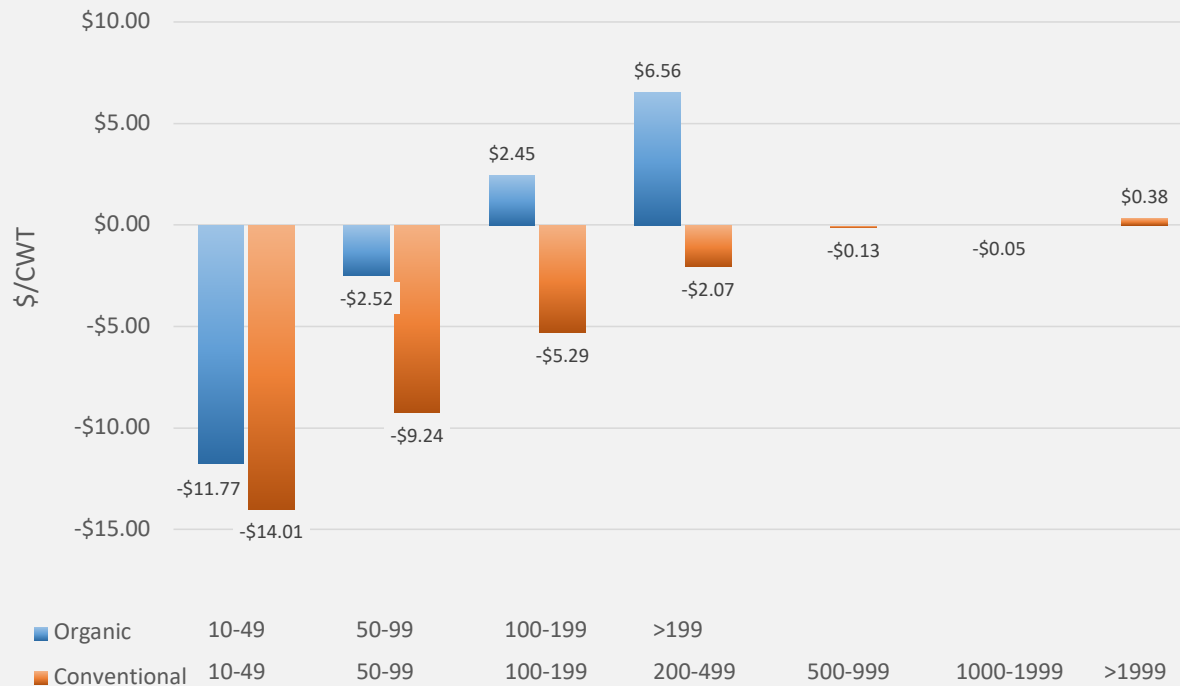
WHOLESALE

MULTI-FARM CSA

JOIN US TODAY

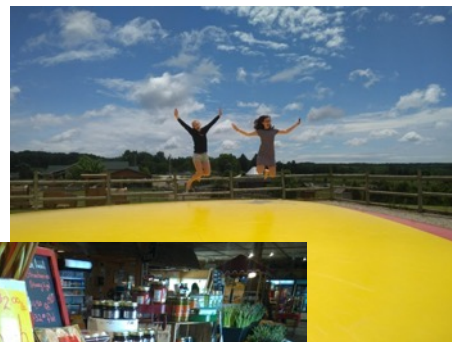
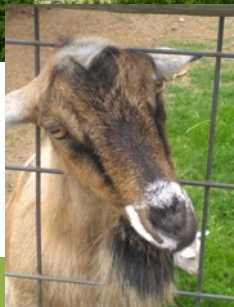


Milk returns (\$/cwt) for conventional and organic producers by herd size class 2016



Agri-tourism

Lewis Farms, New Era MI



Farm Innovation

- Retailing products
 - Farm market
 - Farm store
 - CSA
 - U-pick
 - Internet
 - Wholesale distribution



Farm Innovation

- Marketing the experience
 - Agritourism
 - Destination business
 - Events, activities
 - Internet & Social Media



What should our agri-food system look like 10, 20, 50 years from now?

“If we are only asking our farmers to produce bulk commodities to be manufactured into food, fiber, energy and other products as cheaply as possible, without regard for the social and ecological costs associated with such production, then we might indeed want to stay the present course and reduce farm populations to the lowest possible number. But we have traditionally expected more from our farmers. We expect them to take care of the land for future generations. We expect them to care for their animals properly. We expect them to protect the environment. We expect them to be good citizens of their communities. We want them to provide us with food products that have unique attributes. We rely on them to provide us with food security. All of these public aspects contribute to a healthy landscape, healthy communities, pleasurable eating---and to a sustainable future.”

Kirschenmann, Frederick L.; Stevenson, Steve; Buttel, Fred; Lyson, Tom; and Duffy, Michael, "Why Worry about the Agriculture of the Middle?" (2004). Leopold Center Pubs and Papers. 143. http://lib.dr.iastate.edu/leopold_pubspapers/143





Home **Farm** Bakery Curbside Pick Up CSA Cafe Order Online f @



Thanks!

Rob Sirrine



Community Food Systems Workteam

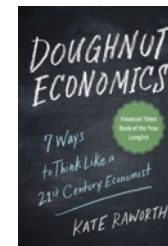
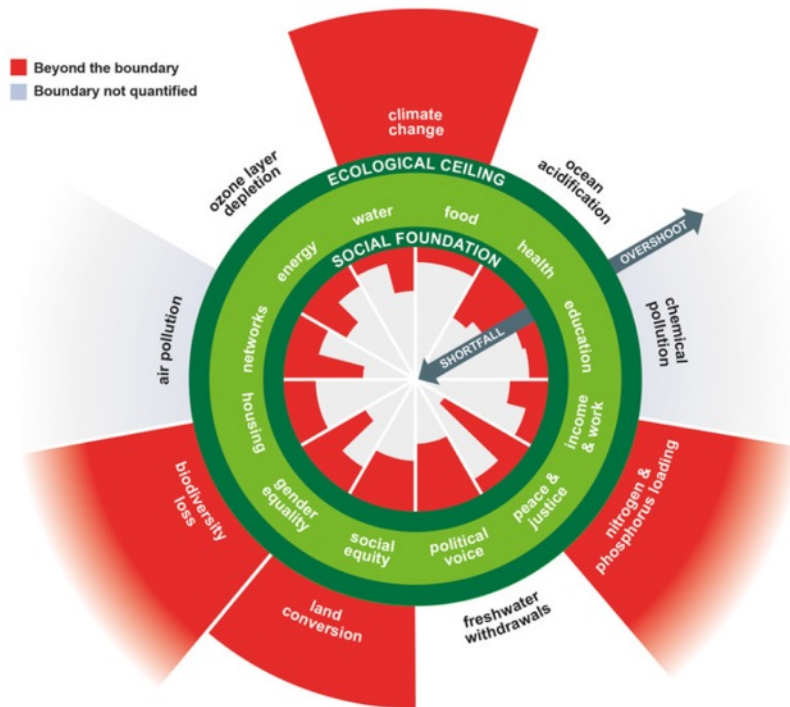
sirrine@msu.edu



Planning and Zoning for Agritourism



Resiliency and Sustainability



What is Planning?

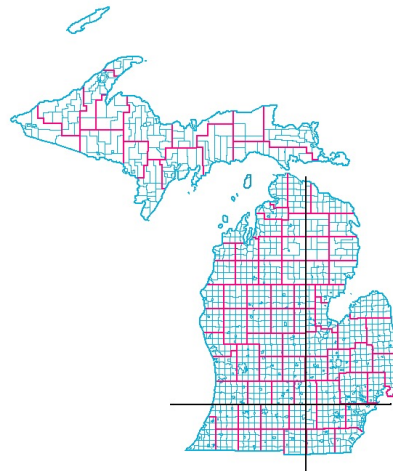
- A vision for future land uses
- Described in the "master plan," shown on a Future Land Use Map
- Implemented through zoning
- NOT a regulation or law. It is a guide for the community



Michigan Planning Enabling Act (MPEA)

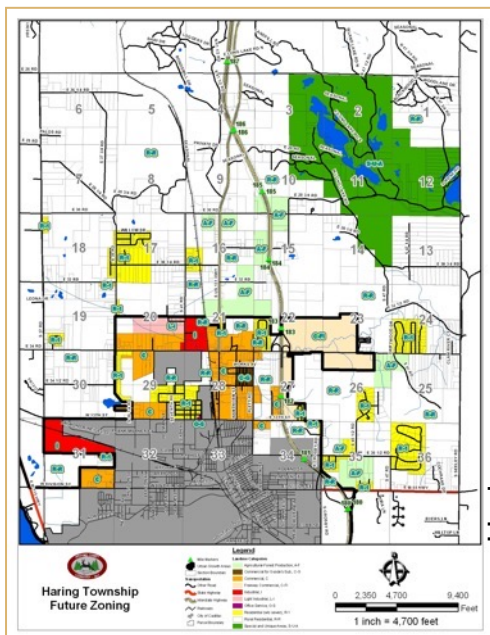
- Michigan grants all local general purpose governments the ability to independently develop and adopt master plans.
- Cities, villages, townships and counties: Michigan Planning Enabling Act, PA 33 of 2008, as amended, MCL 125.3801 *et seq.*

Planning
and zoning
authority
granted



Zoning is the regulation of land use

Zoning Map



Haring Township

Regulations in zoning ordinance text:

- Uses
- Parcel size
- Building location and spacing
- Building size and form

"C1" GENERAL COMMERCIAL ZONING DISTRICT FOR GOODE SUBDIVISION

INTENT AND PURPOSE

To accommodate general commercial activities that serve both local and regional markets. To permit a range of businesses to be conveniently located near each other.

DIMENSIONAL REQUIREMENTS					
ZONING DISTRICT	MINIMUM LOT AREA	MINIMUM ROAD FRONTAGE	MINIMUM FRONT	YARD REAR	REQUIREMENTS EACH SIDE
C1 GENERAL COMMERCIAL S.F.	7,500	75'	50'	10'	15'

Only in areas of subdivision served by public sewer.

Other Requirements:

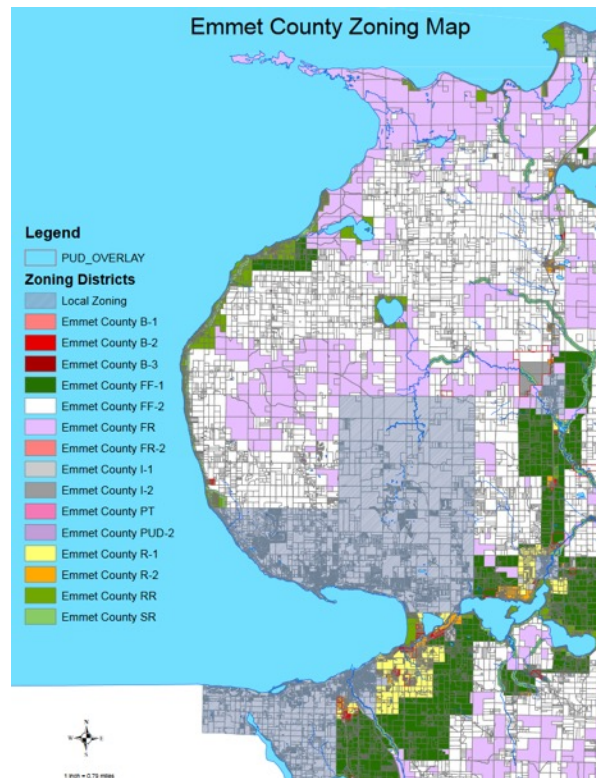
- Maximum height of 35'.
- 6' high obscuring fence required if adjacent to A, R, FR or RL District.

Haring Township



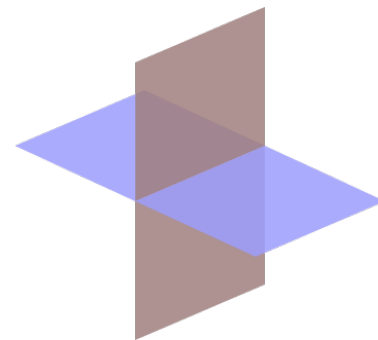
Michigan Zoning Enabling Act

- Zoning is not required.
- Townships are subject to county zoning, if county zoning exists.
 - Cities/villages are not subject to county zoning.
- Township zoning supersedes county zoning, if both exist.
- County planning commissions provide advisory reviews of township zoning ordinances and municipal plans.



Intersection of Planning

and Zoning
The Michigan Zoning Enabling Act requires that “**a zoning ordinance shall be based upon a plan** designed to promote the public health, safety, and general welfare...” (Sec. 203).



Local Zoning Authority

Planning
and zoning
authority
granted

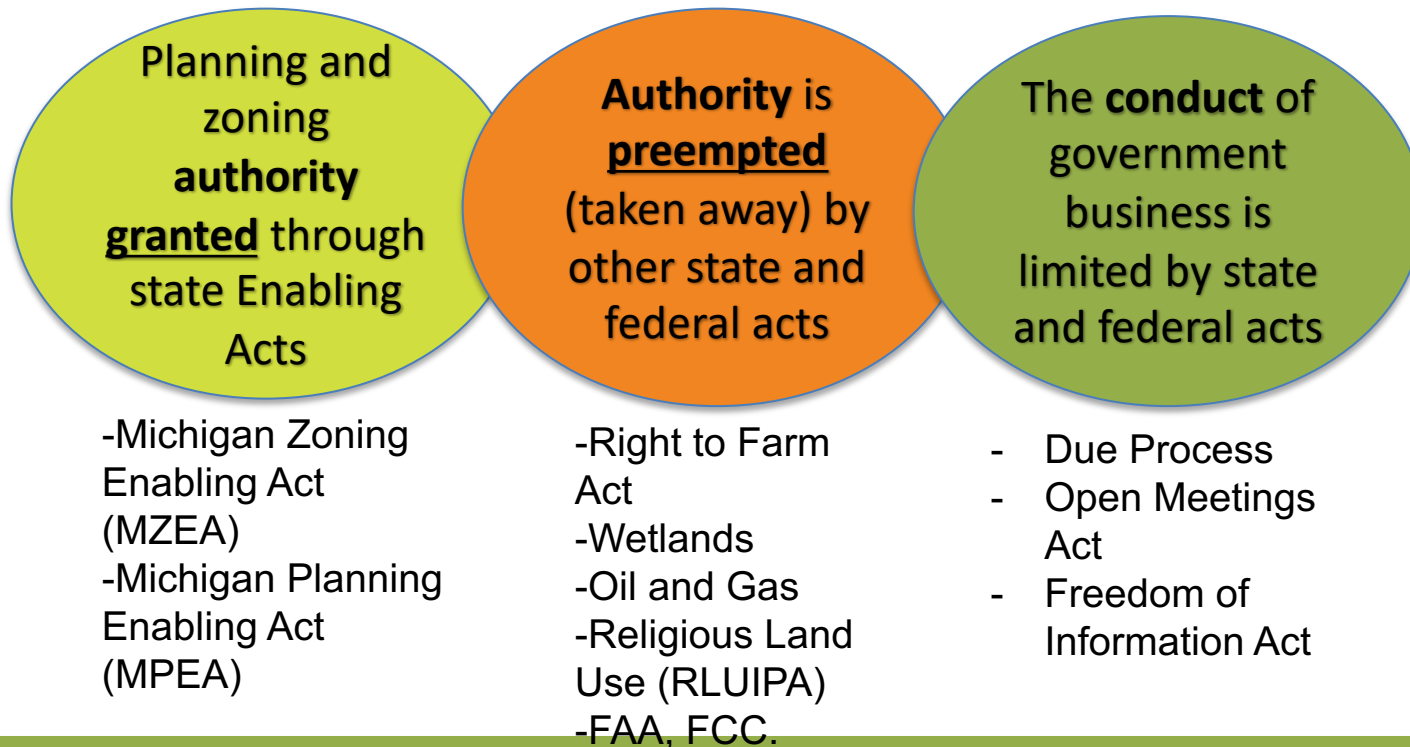
Remember: Municipalities have no inherent power to regulate land use through zoning.

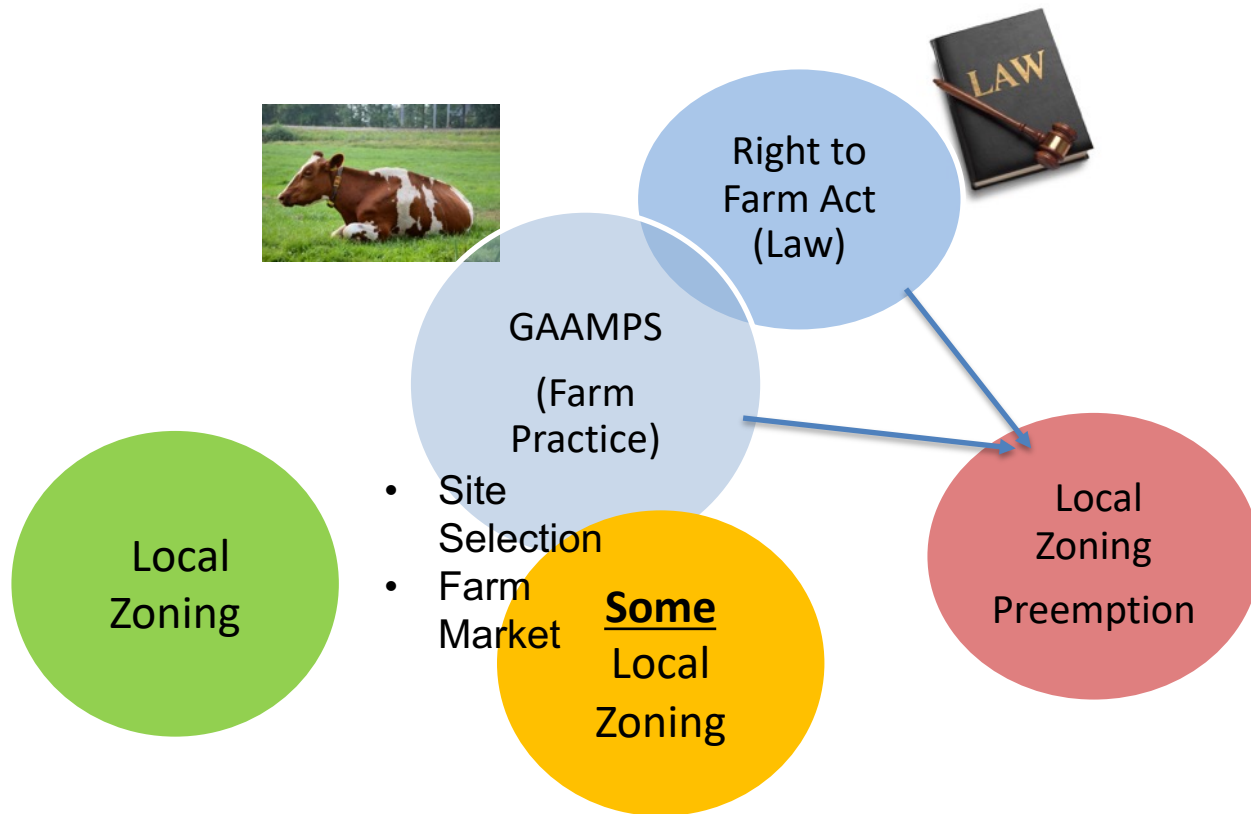
The state legislature grants municipalities the power to zone via the Michigan Zoning Enabling Act (MZEA), MCL 125.3101 *et seq.*



David
Marvin

Federal and State Laws





Typical Zoning for Agricultural Uses

- Very limited- commercial uses other than traditional farms
- Low population density
- Large minimum lot sizes (sometimes)
- Zoning may be slower to adapt than the speed of innovation or market changes
- Planning takes time



Mary Reilly



Thinking about regulating these uses?



Snappygoat.com

Elements of the Zoning Ordinance



Kurt Schindler

Typical districts:

- Natural, special, or unique areas
- Agricultural, forest, or mining
- Rural residential
- Residential
- Commercial (retail and service)
- Office
- Mixed use
- Industrial
- Public

Elements of the Zoning Ordinance

Typical zoning table of contents:

- ☐ Title & purpose
- ☐ Definitions
- ☐ General provisions
- ☐ Specific use standards
- ☐ Zoning map establishment
- ☐ Zoning districts (several articles)
- ☐ Nonconformities
- ☐ Permits
- ☐ Special uses
- ☐ Planned unit developments
- ☐ Site plans
- ☐ Zoning administrator
- ☐ Appeals board
- ☐ Penalties
- ☐ Amendment



ZONING OPTIONS



- Permitted use
- Special land use (specific restrictions)
- Select some/not others- hybrid approach
- Allow only those uses listed in GAAMPs (Farm Markets, CSA, U-picks) but none of the marketing options “beyond the scope”.

TABLE OF PERMITTED USES & SPECIAL LAND USES

P = Permitted by right S = Permitted with a Special Use Permit *Uses with Supplemental Development Regulations (Article 7)	R-1	R-2	R-3	R-4	F	C	EI	I
AGRICULTURE/FOREST PRODUCTS								
<i>Agricultural Equipment Dealers/Repair</i>					S	P		P
<i>Agricultural products processing and storage (excluding concentrated animal feeding operations)</i>					P			P
<i>Agricultural Tourism Uses (no zoning permit required)</i>								
<i>Bakeries selling goods grown primarily on-site</i>					P			
<i>Educational tours, classes, lectures, and seminars</i>					P			
<i>Family-oriented animated barns (haunted houses)</i>					P			
<i>Gift shops for agriculturally-related products, crafts</i>					P			
<i>Historical agricultural exhibits</i>					P			
<i>Organized meeting space (weddings, birthdays, corporate picnics)</i>					S			
<i>Petting farms, animal display, and pony rides</i>					P			
<i>Picnic areas (including rest rooms)</i>					P			
<i>Playgrounds, wagon/sleigh rides, nature trails</i>					P			
<i>Restaurants related to the agricultural use of the site</i>					S			
<i>Seasonal Outdoor Mazes of agricultural origin</i>					P			
<i>Small-scale entertainment (concert, car show, art fair)</i>					S			



Event Centers/ Wedding Barns/Wineries

- These are unique uses different from a pumpkin patch or hay ride!



Wikimedia Commons



Tasting Room:
St. Ambrose Cellars,
Beulah, MI

Credit: M. Reilly

Sample Agritourism Regulations

- Setbacks
- Signs
- Lighting
- Parking surfacing
- Dust control
- Access from paved road
- Temporary structures: dumpsters, porta john, tents, bonfire area



Sample Agritourism Regulations

- Minimum acreage lot: a local decision
- Minimum acreage in active production (fruit, grain, vegetable or 'principal ingredient')



Sample Regulations for Special Events



Mary Reilly

- Number of patrons (over 50 requires temporary permit)
 - Hours (closed by 9-11 pm)
- Parking (limiting factor?)
- Trespassing: attractive nuisance – creek, pond, neighboring animals?
- Outdoor vs. indoor venue
- Screening

Sound Amplified Events

Sound may be the most likely source of conflict

Sound can travel for miles

- Limit # of evening events
- Require music off at 9-10 PM
- Outdoors = more restrictive hours/number of events
- Topography: Valleys and lakes carry sound
- Site plan required to include speaker location and direction



Remember Non-Agricultural Districts

Might include manufacturing/processing of food products, commercial/catering kitchens, or wineries/brewers/distilleries

- Permitted use in industrial district
- Permitted or special land use in a commercial district
- Scale of the operation and available infrastructure may determine zoning district.



Key Points

- **Ordinance regulations should be connected to impacts on public health, safety, and welfare**
- Review permitting and approval processes
 - Be careful not to make the venture cost prohibitive, especially seasonal activities
 - Scale of the proposed land use
 - Ensure the feasibility of enforcement



Engaging with Local Government



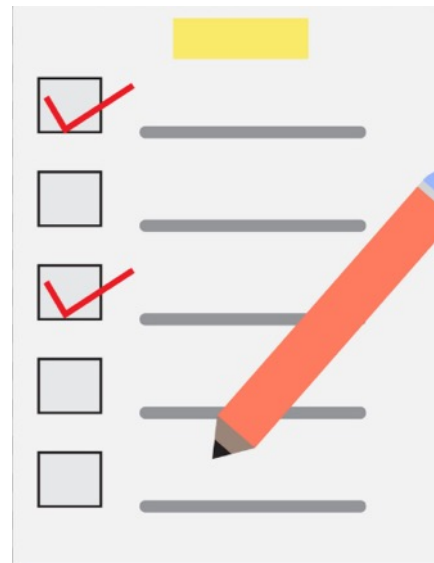
Your community's vision for agriculture

- **Public engagement is key** to shaping your community's vision for agriculture!
- Communities set the direction for the agricultural economy in their master plans
- The vision for thriving agriculture must include a **diverse** notion of what agriculture is presently
- The master plan must support the local regulatory approach



Step One: Working thru the System

- **First**, read all zoning ordinance sections that pertain to your property/land use.
- **Second**, read the Master Plan
- **Third**, understand what is required of you
 - Do you need to apply for a site plan review? Permits?



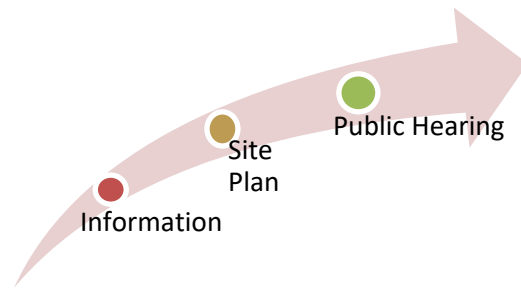
What is Required of the Applicant



- Be forthcoming with the staff planner— avoid last minute surprises.
- Permits and site plans cost money, budget for fees
- Can you verify you own the property?
- Be prepared with details to fill out forms
- Ready to draw a site plan? Have a survey?
- Plan 3-12 months ahead, this takes time



What is Required of Staff



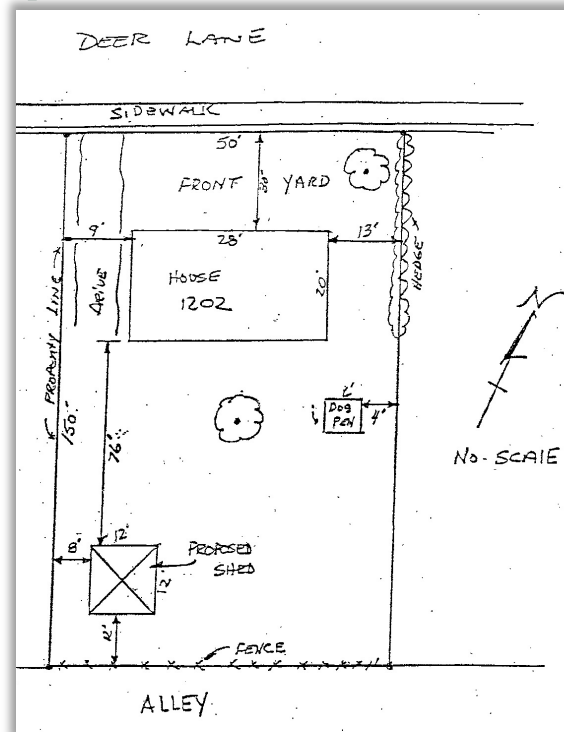
- Listen and be open to new ideas
- You get one chance to make a good impression
- Think about the process; then be consistent
- Provide ordinance language, steps, handouts, requirements in writing
- You may be a dream killer (don't take it personally)
- Be kind and explain the “why”



Don't forget about site plan review

Zoning ordinance needs to be specific:

- What uses/activities require a site/plot plan?
- What needs to be shown on the site/plot plan?



Thank you!

